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Award

## **Out of Home Advertising - University of Birmingham Dubai Campus**

THE UNIVERSITY OF BIRMINGHAM

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-017603

Procurement identifier (OCID): ocds-h6vhtk-050924 ([view related notices](#))

Published 29 April 2025, 1:29pm

### **Scope**

### **Description**

The requirement is for Media resources for the execution of the Out of Home campaign, to raise brand awareness of the university's Dubai campus across Dubai with the view to support student acquisition. The preferred locations for this campaign are along Sheikh Zayad Road, particularly the interchanges by the business hub of the city (DIFC), as these locations capture a high volume of impressions and our preferred demographic. The supplier Backlite Media owns the screens on these locations and the campaign cannot be booked through another supplier. There is no alternative for this provision.

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### **Contract 1**

## **Supplier**

- BackLite Media LLC

## **Contract value**

- £250,000 including VAT

Above the relevant threshold

## **Earliest date the contract will be signed**

29 April 2025

## **Contract dates (estimated)**

- 9 May 2025 to 8 May 2026
- 1 year

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services

## **Contract locations**

- AE - United Arab Emirates

## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - intellectual property or exclusive rights

The supplier has sole rights to the advertising facilities at the locations required.

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## **Supplier**

### **BackLite Media LLC**

- Public Procurement Organisation Number: PXCX-9634-WLNG

Media One Hotel Office 2501

Dubai

48794

United Arab Emirates

Email: [info@backlitmedia.com](mailto:info@backlitmedia.com)

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

Edgbaston

Birmingham

B15 2TT

United Kingdom

Email: [procurement@bham.ac.uk](mailto:procurement@bham.ac.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government